LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(F04)
Printed in U.S.A.
AD# 361-C2-"BONANZA1"-REQ# M-93337-Page (9 3/4" x 11 1/4")-4/C-Sunday Supplements, 1987

PLAYERS LIGHTS 25's

5 extra per pack!

Bonanza!

25 for the price of 20.

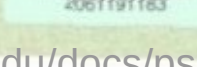
Kings
&100's
Regular and
Menthol

© Philip Morris Inc., 1987

Mfr's. suggested pricing based on full price brands.

Kings: 10 mg "tar," 0.8 mg nicotine –
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



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